



FUNDAÇÃO ARMANDO ALVARES PENTEADO
CENTRO UNIVERSITÁRIO ARMANDO ALVARES PENTEADO

Course: VISUAL CULTURE & TREND FORECASTING	Code: GRA1270	Workload: 36
Program: AG - BUSINESS ADMINISTRATION		

COURSE DESCRIPTION

Analysis of visual culture and mapping of the zeitgeist. Anatomy of trends: signals, macro- and microtrends. Investigative methodologies: coolhunting and foresight. Aesthetic decoding and multidisciplinary application. Building and presenting a trend report.

COURSE OBJECTIVES

By the end of the course, students should be able to:

- Read and interpret contemporary visual culture, identifying the aesthetic, behavioral and symbolic signals that shape the zeitgeist of a period.
- Distinguish emerging signals, microtrends and macrotrends, understanding the life cycles and propagation dynamics of trends.
- Apply coolhunting and foresight methodologies to investigate and interpret cultural and consumer behavior.
- Decode aesthetic patterns — visual, chromatic, formal and narrative — and articulate their application in different creative and organizational fields.
- Build and present a trend report with signal curation, analytical grounding and professional visualization.

METHODOLOGY

Lectures with intensive visual support — analysis of images, videos, mood boards, market reports and cultural references.

Practical in-class exercises in observation, curation and aesthetic decoding.

COURSE CONTENT

1. Visual Culture and Zeitgeist Mapping.
 - 1.1 The concept of zeitgeist and its relationship with aesthetics, behavior and sociocultural context.
 - 1.2 Sources and tools for reading contemporary visual culture.
 - 1.3 Observing signals in media, art, design, fashion, architecture and urban behavior.
2. Anatomy of Trends: Signals, Macro- and Microtrends.
 - 2.1 Definitions and hierarchy: emerging signals, microtrends, macrotrends and megatrends.
 - 2.2 Differences between fad, trend and long-term cultural movement.
 - 2.3 Trend life cycles: emergence, rise, mainstream and decline.
3. Investigative Methodologies: Coolhunting and Foresight.
 - 3.1 Coolhunting: origin, concept, the role of the coolhunter and ethnographic observation techniques.
 - 3.2 Foresight: scenario planning, prospective analysis and trend intelligence.
 - 3.3 Integrated tools: PESTLE, signal radar, trend map and specialized platforms.
4. Aesthetic Decoding and Multidisciplinary Application.
 - 4.1 Identifying and interpreting visual, chromatic, formal and narrative patterns.
 - 4.2 Application in product design, fashion, architecture and interior design.
 - 4.3 Application in marketing, communication, branding and consumer behavior.
5. Building and Presenting a Trend Report.
 - 5.1 Structure of a professional report: signal curation, thematic grouping and naming.
 - 5.2 Analytical grounding and trend narrative.
 - 5.3 Editorial design, visualization and presentation of the report.

BIBLIOGRAFIA BÁSICA

Luís, RASQUILHA. Coolhunting e Pesquisa de Tendências: como estudar o fenômeno das tendências e estruturar o capital de conhecimento sobre o comportamento do consumidor. São Paulo: Almedina Brasil, 2015.

SOLOMON, Michael R.. O Comportamento do Consumidor: comprando, possuindo e sendo.. 11.ed.. Porto Alegre: Bookman, 2016.

LIPOVETSKY, Gilles. O Império do Efêmero: a moda e seu destino nas sociedades modernas. São Paulo: Companhia das Letras, 2009.

BIBLIOGRAFIA COMPLEMENTAR

LIMEIRA, Tânia Maria Vidigal. Comportamento do Consumidor Brasileiro. 2.ed.. São Paulo: Saraiva Uni, 2017.

STREHLAU, Suzane. Marketing do Luxo.. São Paulo: Cengage Learning Brasil, 2008.

SILVEIRA, Guaracy Carlos da; LESSA, Bruno de Souza; CONSTANTE, Fernanda Lery Pereira. Antropologia do Consumo. Porto Alegre: SAGAH, 2021.

LIPOVETSKY, Gilles; ROUX, Elyette. O Luxo Eterno: da idade do sagrado ao tempo das marcas.. São Paulo: Companhia das Letras, 2005.

GOMBRICH, E. H.. A História da Arte.. 16.ed.. Rio de Janeiro: LTC, 2000.

OUTRAS PUBLICAÇÕES, VIDEOS E SITES

ASSESSMENT CRITERIA

TRUNCATE((((N1F*4) + (N2F*6))/10),1)

ASSESSMENT CRITERIA DESCRIPTION

N1F Assessment 1 (40%): Individual written exam

N2F Assessment 2 (60%): Group project